

Historic, Archive Document

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Ferns Are Profit Providers For Enterprising Florists!



United States Dept. of Agriculture,
Bureau of Plant Industry,
Washington, D. C.



Every Plant A PROVEN Sales Hit!



ASPARAGUS PLUMOSUS



BOSTON



ASPARAGUS SPRENGERII

Our growers have 32 acres planted in ferns. We honestly believe that this represents the greatest number of varieties and is the largest single unit of ferns in America. Note the new paraffined containers we ship in. It makes the ferns stand up better in transit.



SANSEVIERIA



AGAVE



PANDANUS



RUBBER PLANT



ASPIDISTRA

HOW THEY COME

We have perfected a wrap in which the plant is protected by Spagnum moss surrounded with durable wax paper or fern carton. For years we have been shipping to such distant points as Canada and the Pacific Coast and only a small fraction of 1% have failed to reach their destination in excellent condition.

There is no packing charge.



Orange County Fern Growers Association

A Co-Operative Association of Fern Growers

Apopka, Florida

Mr. Florist:

We're not much good at this letter writing business.

However, we do want to tell you of the wonderful plants that we offer.

First, every grower with us is the leader in his line. And we mean that.

Second, all items have been priced to show us a profit. Not so that we'll get rich, you understand, because goodness knows this has certainly been a tough year with us. When customers who have paid promptly for years slow up—well you know how it is.

Anyhow, we've raised good stuff and now propose to sell it at the smallest margin of profit in years—but it will have to be cash or C.O.D.

We know how that makes you feel—but we've just got to do it. Look over the listings—see if you don't agree with us that here are real values.

Then send us a small trial order—we know you'll come back for more.

Cordially yours,

Orange County Fern Growers Association.

H. J. USTLER, President

Orange County Fern Growers' Association, Apopka, Florida

ORDER BLANK

Please ship the following order to arrive on.....

SHIP TO:

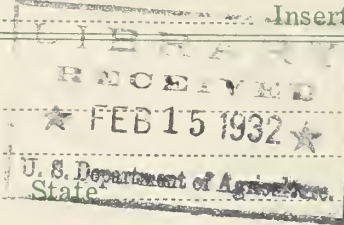
Name

Street and No.

Post Office

Shipping Point (If different from Postoffice)

Insert Date



ALL TELEGRAPH ORDERS
FILLED SAME DAY
RECEIVED

THESE PRICE QUOTATIONS
ARE NET, F. O. B. APOPKA,
FLORIDA. EXPRESS COLLECT

ALL FERNS SHIPPED WITH
SOME DIRT ATTACHED
TO ROOTS

A remittance must
accompany all or-
ders or we will ship
C. O. D.

Quantity	Pot Size	VARIETY	Price Per 100	Total Amount Dollars Cents
	2½ in.	Boston	\$4.00	
	3 in.	Boston	5.00	
	4 in.	BOSTON	6.00	
	5 in.	Boston	7.00	
	3 in.	Scotti (Dwarf Boston)	5.00	
	4 in.	Scotti (Dwarf Boston)	6.00	
	3 in.	Roosevelt (Curly Var.)	5.00	
	4 in.	Roosevelt (Curly Var.)	6.00	
	3 in.	Springfield (Curly Var.)	5.00	
	4 in.	Springfield (Curly Var.)	6.00	
	3 in.	Whitmani	6.00	
	4 in.	Whitmani	7.00	
	3 in.	Asparagus Plumosus	5.00	
	4 in.	Asparagus Plumosus	6.00	
	3 in.	Asparagus Sprengerii	5.00	
	4 in.	Asparagus Sprengerii	6.00	
		Sansevieria Laurenti	Grade "A" 2-3 leaves av- eraging 12-18 inches. Ex- cellent broad leaf rooted	32.00
		Sansevieria Laurenti	Grade "B" 3-4 leaves av- eraging 16-22 inches. Ex- cellent broad leaf rooted	38.00
		Sansevieria Laurenti	Grade "C" 4 leaves or more averaging 18-26 inches. Really remarkable plants.	65.00
		Sansevieria Zeylanica	Large rooted plants, 2-3 leaves, 8-12 inches tall.	10.00
		Sansevieria Zeylanica	Rooted plants, 2-3 leaves six inches tall.	7.00
		Aspidistra	Cluster of three leaves, 12-15 and 20 inches long. Mature, dark green plants. Three leaves per bundle.	14.00
		Ficus Elastica (Rubber Plant)	Each plant has five to six leaves. Produced by grow- er fifteen years ficus ex- perience. Moss rooted cut- tings.	14.00
		Pandanus Vectchi	Unrooted suckers. We ship with good heel easy to root. 12-15 inches high. Good color.	10.00

Total Amount

Quantity	VARIETY	Price Per 100	Total Amount Dollars Cents
	Dish Garden Plants		
	Cactus, In an assorted box of 100 we ship the following varieties: Serpenti- nus, Triangularis, Opuntia, Slab, Harri- sonii, Columnaris, Brasiliensis, Lactea.	12.00	
	Echerveria Australus 2-inch pot-rooted.	15.00	
	Echerveria Secunda 2-inch pot-rooted.	15.00	
	Peperonia Obtusa Folia 4-6 leaves. 4 inches tall. rooted.	15.00	
	Pothos Aurea Variegata 6-7 leaves, 5 inches tall. rooted.	12.00	
	Tradescantia Discolor Pot grown, 6-9 leaves, 6 inches tall, rooted.	12.00	
	Agave Ameri- cana (true) 4-6 leaves, 6 inches tall. rooted.	7.00	
	Euphorbia Candelabra 6-10 inches tall, rooted.	9.00	
	Euphorbia Splendens 3-4 inches tall, rooted.	11.00	
	Yucca Aloifolia (Spanish Dagger) 5-9 leaves, 4-6 inches tall, rooted	8.00	
	Sempervivum Purpurea Compact rosette, rooted.	12.00	
	Pineapple Plant Spanish Red, rooted, 4-6 leaves, 7 inches tall.	12.00	

Bulbs—Delivery Made After September 15

	Amaryllis Equestre 2-inch diameter.	\$7.00	
	Amaryllis Equestre 1½-inches diameter.	6.00	
	Amaryllis Hybrids 3-inch diameter.	25.00	
	Amaryllis Hybrids 2½-inch diameter	20.00	
	Amaryllis Hybrids 2-inch diameter.	17.50	
	Paperwhite Narcissus, 12 cms.	1.50	
	Paperwhite Narcissus, 13 cms.	2.00	
	Paperwhite Narcissus, 14 cms	2.25	
	Paperwhite Narcissus, 15 cms.	2.50	
	Paperwhite Narcissus, 16 cms.	3.25	

Total Amount